

## CLAIMS:

1. A method for providing personalized news to a consumer, comprising:  
receiving news from a plurality of external sources;  
identifying a subset of the received news based on a consumer profile for the  
consumer;  
5 storing the identified news;  
prioritizing the stored news;  
providing at least a portion of the prioritized news to the consumer.
2. The method of claim 1, receiving news from a plurality of external sources  
10 comprising receiving news from the external sources in a plurality of formats.
3. The method of claim 1, providing at least a portion of the prioritized news to  
the consumer comprising providing at least a portion of the prioritized news in a format  
specified by the consumer.  
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4. The method of claim 1, prioritizing the stored news is performed based on data  
stored in an information content matching table.
5. The method of claim 4, the data stored in the information content matching  
20 table comprising broadcaster importance data, story depth data, and novelty data.
6. The method of claim 1, further comprising:  
receiving an activation request from the consumer;  
providing a summary screen to the consumer based on the activation request;  
25 receiving a request for a specified content zone from the consumer; and  
providing a content zone screen to the consumer based on the specified  
content zone.

7. The method of claim 6, the content zone screen comprising one of a weather content zone screen, a traffic content zone screen, a financial content zone screen, a sports content zone screen, a local events content zone screen and a headlines content zone screen.

5 8. The method of claim 7, further comprising providing a visual indicator to notify the consumer of which content zone is currently active.

9. The method of claim 8, wherein the visual indicator comprises one of a specific background pattern, a specific texture, and animation.

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10. The method of claim 6, visual elements of the content zone screen configurable by the consumer.

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11. The method of claim 6, further comprising:  
receiving a request for a zone summary screen from the consumer; and  
providing the zone summary screen to the consumer.

12. The method of claim 6, the content zone screen comprising an expanded zone and a collapsed content zone section.

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13. The method of claim 6, further comprising:  
receiving a previous selection on the content zone screen; and  
automatically playing a previous story based on the previous selection.

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14. The method of claim 6, further comprising:  
receiving a next selection on the content zone screen; and  
automatically playing a next story based on the next selection.

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15. The method of claim 6, further comprising:  
receiving a play all selection on the summary screen or the content zone screen; and  
playing all news stories for the summary screen or the content zone based on the play all selection.

16. The method of claim 13, further comprising playing all news stories for the summary screen based on absolute priority.

17. The method of claim 6, further comprising:

5 providing a clustered story button on the content zone screen, the clustered story button operable to identify a story augmented with additional information; receiving a selection of the clustered story button from the consumer; and providing the additional information to the consumer based on the selection of the clustered story button.

10 18. A system for providing personalized news to a consumer, comprising:

a memory operable to store user profile tables, profile data matching tables, an information content matching table, and personalized news; and

15 a processor operable to receive news from a plurality of external sources, to identify a subset of the received news based on a consumer profile for the consumer as stored in the user profile tables and the profile data matching tables, to store the identified news in the personalized news of the memory, to prioritize the stored news, and to provide at least a portion of the prioritized news to the consumer.

20 19. The system of claim 18, wherein the processor is operable to prioritize the stored news based on data stored in the information content matching table.

20. The system of claim 18, the processor further operable to receive an activation request from the consumer, to provide a summary screen to the consumer based on the  
25 activation request, to receive a request for a specified content zone from the consumer, and to provide a content zone screen to the consumer based on the specified content zone.

21. A system for providing personalized news to a consumer, comprising:

a computer-processable medium; and

30 logic stored on the computer-processable medium, the logic operable to receive news from a plurality of external sources, to identify a subset of the received news based on a consumer profile for the consumer, to store the identified news, to prioritize the stored news, and to provide at least a portion of the prioritized news to the consumer.